

## Positioning to win



Len Rust

### RUST BUCKET

*In the fast changing world of technology many forces are at play today. CEOs of the legendary vendors are taking positioning seriously, they make a choice to be different, purposely positioning their companies to create or disrupt a market category. They know the real power of marketing is to catapult the company into a dominant, definable position in a trendy category and hopefully seeking higher growth rate margins than their competitors.*

Commoditisation, "The Internet of Things" and the dramatic growth in intelligent device adoption are forcing many vendors to go through an enormous transformation. The vendors mainly are saying it's going to be a year for I.T. execs to refocus on revenue growth versus cost savings and a return to innovation and growth. The empowered buyers though are now taking more time to make each decision and are using a wider variety of sources to make that decision. Today with online resources, peer communities and social resources buyers now have more independent sources of information and as a result expectations are elevated beyond mere sales pitches to value-added consultative advice.

For marketing departments, the time of high spending across a wide assortment of programs has given way to bare-bones budgeting. It's not that marketing's overall charter has changed, but its funding levels clearly have. We are in interesting times, who wins the next round though is becoming harder to predict because the rules and the markets are somewhat fuzzy.

Nearly half a dozen vendors have announced new tablets for markets for this year already. Companies are taking different product strategies in response to declining PC consumer sales and the increasing mobile-computing demands. Mobile technology is expanding the digital frontiers far beyond what was even imaginable a year or so ago.

Keynote speakers at many recent events have been united in extolling the merits of mobility, the cloud, big data, the internet of many things and of course broadband and



Welcome to the Rust Report. In this week's Industry Player Profile video we talk to Scott McKinnel, Managing Director ANZ Check Point Software Technologies. The interview is viewable from any page at [www.rustreport.com.au](http://www.rustreport.com.au)

security. The Kickstart 2013 conference on the Sunshine Coast last week certainly highlighted that there is no shortage of issue to be discussed when we delve into the technology trends shaping 2013.

Inside organisations there are fewer servers being sold these days, that's partly due to the consolidation created by virtualisation and also because not all computing is actually being done in-house anymore. Moreover users may not need all the features of software applications which increasingly will put pressure on the traditional software vendors. We wonder what else may be seen as dinosaurs in the future, this will leave vendors in a quandary about what to do and given many of their recent moves it appears they will be reaching far beyond their normal market sectors.

Today it amazes me at the many conferences and media events that I attend, when so many firms are concerned with brand building and brand equity, why are we still seeing so many techno-slogans that blur the value proposition of the brand? Why spend money on tagline trivialities that confuse customers rather than intrigue or provoke them? Brand equity does not live in the quality or character of a company's product or service; it lives in the relationship between the vendor and its customers. Relationships define brands and brands define relationships.

Information technology is not in itself an indicator of the new economy, what is extremely important is how technology is being used to create new business models and increase our productivity. Information can be used to transform old industries into world leaders in areas such as agricultural research, mining, medical devices, fast services and the like. The challenge for us is to tell new stories about Australia in new ways. Australia is also an early adopter of new technology, e.g. the internet, mobile phones, the cloud etc. In a marketing sense we should also not sell the Australian performance short as a new economy player driven by technology.

—Len Rust, [rustoz@bigpond.com](mailto:rustoz@bigpond.com)

# Digital music sales drive growth, outsell discs

## INSIDER EDITION

### Digital music sales drive 4% growth

Recorded music sales are up for the first time since 1999. For more than a decade, the music industry has been blaming piracy for eroding its profits, but now online sales and streaming services are responsible for the industry's growth. Thanks to digital sales, the Australian market for the recorded music industry grew four percent last year – from \$382.7 million in 2011 to \$398.1 million in 2012, according to a digital music report by the International Federation of the Phonographic Industry. Dan Rosen, CEO of the Australian Recording Industry Association (ARIA), said the resurgence of the local industry in Australia shows no sign of abating and predicted continued rollout of the NBN should further spur sales. However he added: "Local rights organisations, including ARIA, are concerned that – while the new NBN opens up endless possibilities for local content industries – if more action isn't taken by the Government and ISPs to curb piracy levels, the NBN could have disastrous results for the local industry."

### Australian crowdsourcing startup designcrowd hits 100,000 designers; doubles in size

Australian online graphic design marketplace, DesignCrowd, now has over 100,000 designers and the business has doubled in size in the last year. The startup revealed some interesting figures that show crowdsourcing continues to disrupt and is showing no signs of slowing down:

- Top countries that crowdsource are the USA, Australia, and the UK, with strong growth in 2013 in the US and Brazil, Singapore and Germany.
- The top 3 design types requested by volume are logo design, web design, and graphic design. The fastest growth is in app design (driven by the iOS and Android

boom), [Facebook page design](#) (now with 1 billion users, the best way for brands to connect with consumers), and [book cover design](#) (driven by the rise in eBook publishing).

- Designer demand for crowdsourcing has doubled in the last 12 months - with registered designers now at 100,000 on DesignCrowd.
- Small business demand for crowdsourcing has doubled since late 2012 and is booming in early 2013 - DesignCrowd has seen more than 50% growth in posted projects already in 2013.
- The top designer countries by volume are the USA, India, UK, and Australia with Indonesia, the Philippines, and Pakistan the top emerging countries.

### Report evidence of coalition plans to can NBN says Conroy

Stephen Conroy has said last week's Dissenting Report of the Joint Committee on the National Broadband Network confirms that the Coalition will demolish the NBN if elected. "The report states that NBN Co and its board should be clearly mindful 'of the need to alter contracts' in the event of a change in Government," Conroy said. "This clearly demonstrates that the Coalition plans to demolish the NBN if it is elected." Mr Abbott told the Committee for Economic Development in Australia (CEDA) that: 'If we don't go ahead with the National Broadband Network in its current form, that's about \$50 billion less that the Commonwealth will need to borrow. Mr Turnbull has also stated that NBN Co should not be entering into any further contracts,' Conroy added.

### Adapt or die – CeBIT Australia 2013

The largest business technology event in the Asia Pacific celebrates twelve years in Sydney from 28th - 30th May 2013. CeBIT Australia 2013 will focus on helping the Australian business community embrace and understand the fast-

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changing world of digital technology from around the world. Hannover Fairs Australia Managing Director Jackie Taranto, said the line-up of conferences and show floor themes had been carefully defined through active engagement with industry and government. They aim to deliver insights into new business technology and innovations essential for organisations to remain competitive in a challenging economic environment and fast-changing business landscape. "With technology advancing and changing at such a rapid pace, it really is a case of adapt or die, now or never. Businesses need to be agile and constantly addressing the needs of their customers. CeBIT Australia 2013 will help them stay competitive."

## Telstra ends silent number fee for victims of domestic violence

Minister for the Status of Women, Julie Collins MP, has welcomed Telstra's decision to waive its silent line fees for victims of domestic and family violence. "I am pleased that Telstra has listened to their customers and taken this important step in protecting the privacy of some of Australia's most vulnerable people," Ms Collins said. "I expect other providers who charge silent number fees to do the same to protect victims of domestic and family violence." The issue of fees for silent or unlisted numbers was considered as part of the Australian Law Reform Commission's (ALRC) review of Australian privacy laws. The ALRC noted that victims of domestic and family violence had a particular need for free access to silent lines.

## Flood-proof radio network dials up Ergon's disaster response

The QLD government has paid tribute to Ergon Energy's Toowoomba staff for their outstanding work during the recent weather events, made possible by Airwave Solutions Australia 'Ubinet' P25 network technology, which continued to function during the worst of the floods. Working with Ergon Energy, Airwave Solutions Australia developed the P25 digital voice radio and narrowband data communications system – the first Trunked P25 network to be implemented in Queensland. The Toowoomba communications network covers an area of 100,000km<sup>2</sup> with 350 users and 170 vehicles connected via mobile radio handsets and GPS technology. Airwave Solutions Australia CEO Malcolm Keys said that the new network was put to the ultimate test during the flooding aftermath of Cyclone Oswald and had passed with flying colours. "Not only was this the first trunked P25 network to be implemented in Queensland, but also the first in Australia to be tested under such extreme conditions," Mr Keys said. "Throughout the duration of the devastating storms the system did not fail once – enabling Ergon staff to communicate with the Control Centre when all the other systems failed. This in turn made it possible for them to target areas of extreme need and get the electricity switched back on where it was needed most. Ergon Energy Group Manager (Telecommunications) Andrew Deme said that the radio network's durability and resilience was crucial to the flood recovery effort. "Ergon's Control Centre is operated out of Rockhampton and when the commercial carrier network failed, the only communication between the Control Centre and the field staff was the P25 radio network," Mr Deme said.

## IT job market softens as shortage remains and Employers seek multi-skilled Staff

While some sections of the IT jobs market have softened, there remained an overall shortage of more than 4,600 IT professionals during the December quarter, according to the latest Clarius Skills Index. Data warehousing, SAP and business intelligence specialists remain in demand while requirements for multi-skilling are fast becoming the order of the day for many employers looking for IT

## RUST E-RESEARCH

staff. Demand for .Net developers, however, has softened from six months ago.

The Index softened slightly from 102.7 to a 'Very High' skill shortage Index of 102.2 between September to December, with demand (employment plus vacancies) totalling 211,700 but supply

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(employment plus unemployment) of only 207, 100 available during the quarter.

Linda Trevor, Executive General Manager of Candle, Clarius' IT recruitment brand, says the early announcement of the Federal Election date has already prompted delays and replanning of IT related projects. "It caught both private companies and government departments by surprise. But seven months out and it is already beginning to affect decision making on hiring for certain projects, particularly in government sectors", Ms. Trevor said.

However the market differs in each state with an emerging trend for multi-skilled employees. Queensland has just undergone a major government shake out with plans to outsource billions of dollars of work to private companies and a change of minister as a result of the announcement.

Perth, where there has been demand and shortfalls, driven by the resources sector and knock-on demands in associated business areas, is not seeing any shortages at the moment.

"A number of Perth mining companies last year announced budget and project cuts so this resulted in candidates with limited IT job opportunities and a very competitive market for project based jobs", Ms Trevor said. "But the forecast for market and project improvements slated for February have now been pushed to April due to the WA state election in March. Requirements for multi-

skilled staff have also increased in WA with a preference for candidates to have more rounded skills such as hands-on technical project managers. It's more cost effective and recent job descriptions are asking for more varied skills. For example, technical hands-on project managers, business analysts and consultants are in higher demand than just a project manager", Ms. Trevor added.

"In Sydney there is mainly a shortage in the highly specialised areas such as business intelligence and data warehousing roles. There is also a definite trend for companies to require developers and testers to have the necessary technology skills as well as to interact and communicate with the business and clients, face-to-face. Essentially professionals need to be able to code and communicate.

In Melbourne there has been a lot of downsizing for IT employees in the banking industry – traditionally a large employer of this sector in the past. We're expecting that market to pick up later in the year. In the private sector, SME's in Victoria across different industries are also looking for multi-skilling. The skills sets required vary but many want the mix of infrastructure and development experience," Ms. Trevor said.

## Gartner says worldwide business intelligence software revenue to grow 7% in 2013

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Worldwide business intelligence (BI) software revenue will reach US\$13.8 billion in 2013, a seven percent increase from 2012, according to Gartner, Inc. The market is forecast to reach US\$17.1 billion by 2016.

In Australia, business intelligence software revenue is forecast to reach A\$475.6 million in 2013, up 9.5 percent over last year. Gartner expects New Zealand BI software revenue to reach NZ \$75.1 million this year, up 8.4 percent from 2012.

"BI and analytics have grown to become the fourth-largest application software segment as end users continue to prioritise BI and information-centric projects and spending to improve decision making and analysis," said Dan Sommer, principal research analyst at Gartner. "As more and more information is generated, business models need reinvention, and it's increasingly clear that mastering analytics on big data will be a key driver for the next economic cycle".

CIO appetite for BI is complemented by more-tactical buying in business units for departmental and workgroup analysis, as well as

for personal BI, enabled by the Nexus of Forces (cloud, mobile, social and information). These are fundamental drivers. However, in the near term, growth will be hampered by sluggish macroindicators, as well as by slowing sales cycles of multimillion-dollar end-to-end BI deals. Compared with 2011 growth of 16 percent, 2013 and the coming years are expected to be slower, with growth in the high single digits.

"Although this is a mature market and has been a top CIO priority for years, there is still a lot of unmet demand. Every company has numerous subject areas — such as HR, marketing, social and so on — that have yet to even start with BI and analytics," said Kurt Schlegel, research vice president at Gartner. "The descriptive analytics have largely been completed for most large companies in traditional subject areas, such as finance and sales, but there is still a lot of growth expected for diagnostic, predictive and prescriptive deployments. Since many midsize enterprises have yet to even start their BI and analytic initiatives, we expect the market for BI and analytics platforms will remain one of the fastest-growing software markets".



The emerging data-as-a-service trend could significantly grow the market for BI and analytics platforms. Today, the business model is largely "build" driven in that organisations license software capabilities to build analytic applications. However, organisations increasingly will subscribe to industry-specific data services that bundle a narrow set of data with BI and analytic capabilities embedded. In time, most companies, regardless of their business model, will need to provide a data-as-a-service offering. Therefore, this trend has the potential to grow the market significantly as a range of vendors look to embed a BI and analytic platform

provider's software capabilities into their data-as-a-service offerings.

More detailed analysis is available in the reports "Forecast Analysis: Enterprise Application Software, Worldwide, 2011-2016, 4Q12 Update" and "Magic Quadrant for Business Intelligence and Analytics Platforms". The reports are available on Gartner's website at <http://www.gartner.com/resId=2323315> and <http://www.gartner.com/resId=2326815>, respectively.

## Symantec Mobility Survey reveals that good things come to those who don't wait **RUST E-RESEARCH**

Two distinct types of organisations emerge from Symantec Corp's recent 2013 State of Mobility Survey – "Innovators" who readily embrace mobility and "Traditionals" who are reluctant to implement it. Eighty four percent of innovators are moving ahead with mobility, motivated by business drivers, and they are experiencing significant benefits. Traditional organisations are implementing mobility more slowly, largely in response to user demand, and are seeing both fewer costs and benefits.

"Few issues command the attention of IT today like mobility," said Francis deSouza, president, Products and Services, Symantec. "The difference in attitudes and results between the organisations that actively embrace mobility and those that are reluctant is significant. Organisations taking a proactive approach benefit much more than those that put it off until they eventually find themselves trying to catch up to the competition".

The two groups perceive the benefits and risks of mobility differently. Among innovators, 66 percent say the benefits are worth the risks, while 74 percent of traditional businesses feel the risks are not worth it. This is reflected in the rate of

mobility adoption, with 50 percent more employees using smartphones for business among innovators than among traditional organisations. More than half of innovators (55 percent) are also taking control of purchasing phones for employees, compared to 44 percent of traditionals. When it comes to the innovators, company involvement doesn't stop with purchasing the phones. They also more often have mobility policies, and they are twice as likely to use technology to enforce their policies (60 percent in the innovators as opposed to 33 percent among traditionals).

### Costs and Benefits

With the innovators taking more advantage of mobility, they are also seeing more costs associated with it. In fact, they averaged twice as many mobile incidents during the last year, such as lost devices and data breaches, leading to consequences such as regulatory fines and lost revenue. The innovators are also experiencing far more benefits, in three key areas:

- Increased productivity, speed and agility
- Improvements in brand value, customer happiness and overall competitiveness

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- Happier employees and improved recruiting and retention rates

Most importantly, however, the innovators are experiencing nearly 50 percent higher revenue growth than traditionalists (44 percent vs. 30 percent). All things considered, businesses perceive net positive results with mobility.

### Effective Mobile Implementation

The survey results illustrate the positive impact mobility can have on the business, with the right preparation. The following guidelines can help organisations make the most of their mobile deployment while reducing risks:

- Being cautious about mobility is okay. Being resistant is not. Start embracing it. Organisations should take a proactive

approach and carefully plan an effective mobile implementation strategy

- Start with the apps with greatest productivity benefits for employees. One of the best ways to get started with mobility is to implement mobile apps that will have an immediate impact on the business
- Learn from the innovators – get the benefits while minimising the risks. The key is to be aware of the risks associated with mobility such as information loss, and to follow the example of the innovators

*Symantec's 2013 State of Mobility Survey represents the experiences of 3,236 businesses, from 29 countries. Respondents were the individuals in charge of computing – either senior staff in the case of enterprises, or often an employee with technical aptitude among SMBs. Responses came from companies with a range of five to more than 5,000 employees.*

## Graham Sammells, CEO, The IQ Business Group

### GUEST SPOT



**Graham Sammells**

**Can you provide a brief overview of the company?**

IQ Group is a member of a global group, IQ BUSINESS, with more than 500 employees world-wide. Here in Australia we serve the Financial Services sectors, principally Superannuation and Wealth Management. With over 80 talented people in our team, we

focus on integrating technology with business strategy and business process.

**What sets the company apart from your competitors?**

We are able to provide experienced professionals with proven processes and innovative solutions to directly meet our clients' needs across the areas of Operations, Technology and Risk. We are known throughout the industry for deep industry experience in Superannuation and Wealth Management. A strong commitment to cost-effective, practical outcomes delivers tangible and quantifiable client benefits. We express this commitment to delivery, based on a deep understanding of the business coupled with strong project delivery skills, and our innovative and pragmatic approach

**Who are typical prospects/customers?**

Our clients are spread across, wealth management, banking, insurance, and the wider financial services sector. We work with many superannuation funds, including, Industry Funds, Public



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### **When talking to customers/prospects what things are top of their agendas today?**

The Wealth Management and Superannuation sectors are undergoing a revolution in technology infrastructure change, customer service delivery and must be flexible in responding to both regulatory change and business development opportunities.

The issues occupying top of mind space in our client base therefore include assessing and implementing regulatory change, not only to ensure compliance, but also to drive added operational or business improvements courtesy of the Smarter Super initiatives.

Additionally rationalising systems to meet these changes and future plans; data remediation to meet regulatory requirements and the better use of effective data and finally ensuring that technology is an enabler of business and is positioned to meet the organisation's requirements.

### **What are the Company's greatest challenges right now?**

Our greatest challenges today are finding the right people to fit with IQ Group's culture. We pride ourselves in our consultant's technical know-how, their industry knowledge and subject-matter expertise, and their willingness to step up and be accountable. We like people with 'big ears' because we have to listen carefully to understand our clients requirements.

Our daily challenges revolve around helping clients implement systems and process changes to meet regulatory deadlines, as these are generally complex programs which often extend enterprise-wide, and setting them up for success is a crucial component of successful delivery.

And finally another area that we are focusing on is helping clients deal with the rapidly changing world of mobile technology devices, and the impact which mobility is having and will continue to have on the way we all do business. While this is a challenge, it presents a huge opportunity!

### **And opportunities?**

We see tremendous opportunities in three areas. The first is the Superannuation sector over the next five years or more, which is undergoing significant re-positioning and change, and where our specialist knowledge and expertise, and positioning as a thought-leader, allows us to significantly and meaningfully assist market participants in meeting and embracing these changes. Allied with the first area, the convergence of regulation and compliance across the broader Financial Services spectrum, which will allow us to extend our Consulting practice from Superannuation and Wealth Management into broader areas such as investment management and life insurance. Finally, helping our clients harness the value inherent in the data that they collect and manage to generate operational efficiencies and innovative new opportunities.

### **What are the core messages you want the marketplace to know about your company?**

The marketplace needs to know that we help our clients become more competitive, efficient and profitable through improved processes and innovative solutions across Operations, Technology and Risk. We achieve this by applying our deep experience and expertise, delivered through our expert consultants and our proven reputation as a trusted partner. In everything we do, it is with "Intelligence.Applied".

*Graham Sammells is CEO of IQ Business Group, Chair of ASFA's Electronic-Commerce Policy Sub-Committee, a member of the SuperStream Advisory Council and Chair of the Deakin University School of Information Systems Advisory Board.*

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## Launchpad: Latest products, services and ventures **LAUNCHPAD**

*The Rust Report has created a new section announcing just-released products, services and initiatives new to the marketplace. For information regarding possible listings please email [newsdesk@rustreport.com.au](mailto:newsdesk@rustreport.com.au).*

### Interactive Intelligence releases enhanced version of Bay Bridge Decisions Product Suite

Interactive Intelligence has released an enhanced version of its Bay Bridge Decisions product suite with added multichannel features, custom feedback metrics, and a new cloud-based deployment option to help customers further reduce staffing costs, while improving their customers' service experience. Bay Bridge Decisions 3.9 includes the following enhancements: Email, chat and casework features - Enables managers to create timeframe defaults that calculate staffing over longer periods of time, and includes multichannel "sensitivity analysis" graphs for increased staffing efficiencies resulting in reduced costs. Customer experience metrics - Gives managers new custom feedback metrics so measures such as "net promoter scores" can be factored into staffing to better match hiring needs with interaction quality trends for improved customer service. Cloud deployment option - Customers can now deploy the full Bay Bridge Decisions 3.9 feature-set via a cloud-based model. Contact centres can now optimise delivery strategies, agent resources, and performance by getting the right number of agents in the right place at the right time to deliver better service.

<http://www.inin.com/solutions/Pages/Bay-Bridge-Decisions.aspx>.

### Riverbed announces new VM Horizon solutions

Riverbed has announced solutions developed in collaboration with VMware that can provide reliable desktop virtualisation in organisations deploying VMware Horizon View 5.2. The partnership between Riverbed and VMware has resulted in the support of multiple Riverbed performance solutions with VMware Horizon View deployments, including certification of Riverbed Granite with VMware Horizon View, providing acceleration, control and management into virtualised desktop initiatives. Organisations

deploying VMware Horizon View with Riverbed solutions can achieve a more automated, scalable, and high performing VDI environment. As a result, organisations seeking to extend the virtual edge to create a VDI can reduce complexity while increasing efficiency and delivering the performance end users need. <http://www.riverbed.com>

### OKI Data Australia releases the first printer with white printing capabilities

OKI is the first manufacturer to release standard colour printers that are also capable of printing white. Instead of the conventional CMYK configuration, the new OKI C711WT printer employs CMY toners plus a white toner (CMYW). All colours printed, including any "black" images, are reproduced using a composite of CMY toners. A white toner is then added when needed to support the production of transfer materials, transparent signage/labelling materials and when white is needed on dark media.

#### Key specifications:

Print Speed: A4: 34ppm A colour; Maximum paper capacity: 1,690 sheets of 80gsm; Time to first print (TTFP): 9 seconds; Warm up Time: Up to 60 seconds from power on and up to 35 seconds from power save; Processor speed: 533MHz; Connectivity: Hi-Speed USB, 10/100-TX Ethernet; Printer language: PostScript 3 emulation; Network and protocols: All major network protocols supported via Ethernet card with internal web server for printer and network card set-up and management. <http://www.oki.com.au/>

### WatchGuard Extends Enterprise Strength Security to Wireless Networks

WatchGuard Technologies has announced the availability of two new Wireless Access Point products, providing customers with the same level of security for their wireless local access network traffic that they rely on for their traditional wired traffic. The new Wireless Access Points AP100 and AP200, extend the high-performing best-in-class and policy-based management features, familiar to



WatchGuard's smart firewall customers, to the wireless environment. This step offers customers the ability to accurately and easily apply security policies and changes to both wired and WLAN resources simultaneously, which is critical to enforcing security standards across the entire network infrastructure.

With unified management tools, WatchGuard XTM customers can configure and manage their Wireless Access Points and XTM device from a single console, reducing setup time and maintenance costs. WatchGuard's familiar XTM security features, such as IPS, application control, WebBlocker and spamBlocker, can be applied to WLAN traffic to help customers achieve complete, scalable network security. <http://www.watchguard.com/products/access-point/overview.asp>

## Compuware unveils Workbench innovations

Compuware has enhanced Compuware Workbench, a standardised point-and-click mainframe application development interface. The Workbench now features faster and more efficient file and data management capabilities — including the ability to edit complex IMS databases — as well as more robust debugging functionality, all designed to significantly boost developer productivity. The Workbench is designed to help companies "future proof" mainframe development by providing an environment where new and inexperienced developers can produce high quality applications that drive business success. In addition to a more robust File-AID Data Editor, Workbench users also benefit from a simplified file and data management process. Users also gain additional flexibility when debugging programs. Xpediter/Eclipse now includes "Monitor/Reverse" and "Step Into, Step Over, and Step Return," along with other enhancements that provide developers with more flexibility when navigating through source code during the application debugging process. Finally, users can now automatically display compile diagnostics, such as syntax errors and compiler warnings, enabling developers to quickly pinpoint the exact location of the errant code causing an application error. <http://www.compuware.com/mainframe-solutions/workbench-mainframe-modernization.html>

## LifeSize Announces Microsoft Lync room system

LifeSize has announced a deeper collaboration with Microsoft through its product development of a Microsoft Lync Room System. LifeSize LRS1000 for Microsoft Lync is a meeting room collaboration solution that natively runs Microsoft Lync 2013 software optimised for meeting rooms. By including all of the quality components needed for more productive meetings, LifeSize LRS1000 for Microsoft Lync provides the familiar Lync user experience and group collaboration capabilities to conference rooms, enabling more productive meetings. LifeSize LRS1000 for Microsoft Lync allows Lync 2013 users to collaborate more effectively across distances with customers, partners and peers anywhere. The familiar Lync user interface is supported in this meeting-room based solution, enabling an enhanced collaboration experience that includes content sharing, voice and video calling. LifeSize LRS1000 for Microsoft Lync supports voice and video calling on Lync 2013 and Lync 2010 with a touch-screen control console that showcases a user directory, calendar and presence information, an HD camera, stereo microphone and support for up to two touch-displays for digital white boarding. <http://www.lifesize.com/lrs>

## Newsmodo set to provide an online marketplace for newsworthy content

Melbourne-based Newsmodo has launched, claiming to be a world-first online platform, empowering freelance journalists to build their portfolios, sell newsworthy content (copy, images and video) in a secure marketplace to newsrooms in every continent and respond to real assignments, set by the media. It will also give newsrooms, publications and broadcasters a 'one stop shop' to source exclusive material, supplied by thousands of freelancers globally, and to set assignments to get the content they require fast and cost effectively. The development of the site has also been backed by Larry Kestelman (Dodo CEO). [www.newsmodo.com](http://www.newsmodo.com)



Clive Whincup

Clive Whincup is the CIO of Westpac Group, one of Australia's largest technology employers and a passionate advocate of IT careers.

Clive is a lifelong technologist, having more than 30 years' experience across IT and financial services. During his career, he has held a number of senior roles responsible for the improvement and efficiency of IT service systems, infrastructure, architecture and governance of IT investment and business strategy.



**ACS Foundation Lunch**  
with Clive Whincup  
in Newcastle

*'Changing Customer Behaviours  
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Time: 11:45 am for 12pm start - 2pm  
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## Applaud announces partnership with Centerity Systems

Applaud Services, provider of managed IT, service desk and consulting services, has signed a strategic partnership with Centerity Systems, the pioneering developer of next-generation, enterprise-class and carrier-class monitoring solutions for critical information systems, applications and IT infrastructure. Applaud Services will gain exclusive distribution rights in Australia to Centerity Systems' cloud-based Next-Gen Business Service Management (BSM) solution. At the same time, Applaud Services will actively promote Centerity's end-to-end, enterprise-class monitoring, availability and performance solutions to its client base, principally as a managed cloud service. Ricci Danieletto, Managing Director, Applaud Services, cited Centerity's ability to provide real-time business service monitoring as one of the main reasons for the new partnership. "Our clients today are demanding much more than simple SNMP monitoring. They want business service alerts and robust capability to map IT to business critical applications. We were impressed with Centerity's inbuilt templates which provide organisations with the ability to report in real-time on service views and gain network insight at the application layer," said Danieletto.

## Nexon Asia Pacific acquires Praxa

Managed services and business telecommunications specialists, Nexon Asia Pacific has confirmed purchase of mid-market ERP and BI business services provider, Praxa. The acquisition by Nexon has been positively received and the business will continue to function independently under the Praxa brand. Nexon is committed to building the Praxa business so that it becomes the supplier of choice for business applications and services for the mid-market across Australia. Staff in Sydney will re-locate to Nexon's new headquarters close to the Sydney CBD. Nexon Asia Pacific co-founder and CEO, Charles Assaf, said that the acquisition of Praxa represented an ideal opportunity to continue the national expansion of Nexon, which started in 2000. "Presented with the opportunity to acquire Praxa was an easy decision. Their specialist skills around delivering SAP and Microsoft based solutions, are very valuable. We already have some great clients and I'm confident we can bring complimentary skills to each other's business, benefiting customers as well as creating a key differentiator for engaging with us," said Assaf.

## Intelledox partners with Merewyn

Intelledox Pty Ltd has announced a partnership with Merewyn Partners, an Australian owned Business and ICT Solutions company focussed on delivering unique client solutions. The partnership aligns Merewyn's leading edge of business and ICT visions with Infiniti's proven innovative automated document creation and output management software. Merewyn Director, Paul Barton, said "We see Infiniti as highly complementary to the solutions we already offer our clients. In taking Infiniti to the market we've already had the 'wow' factor emerge from our very first client demonstration where we built a sophisticated web form in just 3 days. Our client had just spent 3 months hard

## DEAL MAKERS

coding a similar form. The cost saving and business efficiency improvements are potentially huge and we're really looking forward to delivering those savings to our clients." Merewyn provides leading edge of business and ICT Solutions for a range of private sector and Government organizations. "This partnership adds another level of competitive differentiation for the Infiniti solution, providing customers with the ability to securely retrieve their Infiniti generated documents without the restrictions of traditional security infrastructure. A definitive need for many Defense, Finance and Health Care Organizations" said Intelledox CEO, Phil Williamson

## Australian rural insurance specialist selects [24]7 Assist

[24]7, the intuitive consumer experience company, has announced that FERME Insurance, a business and agricultural insurance specialist and an accredited authorised representative of CGU Insurance, has deployed [24]7 Assist, a new live predictive web chat platform. [24]7 Assist will be used by FERME Insurance to enhance the experience of hobby farm enthusiasts who visit the company's website searching for relevant farm insurance products. [24]7 Assist will assist FERME Insurance's business strategy by providing live assistance with insurance quotes through website screen pop-up functionality. Live chat screen support will help visitors to complete online forms, clarify questions in real-time and ultimately result in faster quote generation. Using predictive capabilities and the customer's web site visitor information, [24]7 Assist determines which customers will most likely benefit from live forms assistance. Paul Griffin, Managing Director, FERME Insurance, said, "We were attracted to the rich feature set functionality inherent within the [24]7 chat solution and the ongoing development program which the company has in place to support forms-based processing enterprises."

## Medibank chooses HP Software

Medibank has selected HP Software to enhance service availability for two key customer service offerings—its online member services platform and its Medibank Mobile smartphone application. Medibank is one of Australia's largest providers of private health insurance and health solutions. As demand for Medibank's online and mobile customer services increased, its underlying IT system was under significant pressure to deliver fast, reliable services. Medibank required a scalable IT monitoring solution to enable proactive, rapid issue detection and problem solving to ensure minimal disruption to its customers. After evaluating multiple solutions, Medibank chose to deploy HP Business Service Management (BSM) software for comprehensive monitoring of its IT infrastructure. Easily integrated into Medibank's existing IT environment, HP BSM software monitors service health, applications, infrastructure and network performance from a single management console. This streamlined approach enabled Medibank to quickly track performance changes and identify the root causes of IT problems or availability issues.

## Rackspace acquires ObjectRocket

Rackspace® Hosting, the open cloud company has entered into a definitive agreement to acquire ObjectRocket, a MongoDB database as a service (DBaaS) provider. With ObjectRocket's open source-based MongoDB solution, Rackspace will broaden its OpenStack-based open cloud platform to offer customers a NoSQL DBaaS. The ObjectRocket offering also immediately expands Rackspace's capability to help customers shoulder big data in the cloud for today's most demanding applications. According to a recent report from the 451 Group, "NoSQL software revenue is expected to grow at a CAGR of 82 percent to reach \$215 million by 2015." With the acquisition of ObjectRocket, Rackspace will establish a strong presence within the high growth, NoSQL database market.

## SA Government extends IT Services contract with NEC

NEC Australia, has announced a multi-million dollar interim contract extension with The Office of the CIO, State Government

of South Australia who has extended its Distributed Computing Support Services panel contract for another year, whilst it undertakes a new open market approach. Under the extended agreement, NEC Australia will continue to provide reliable and flexible IT support services to government agencies across metro and regional South Australia. In total, NEC Australia will support over 1,500 servers and numerous Agency SANs plus Backup/Restore Services which in some cases occur every 15 minutes 24/7. NEC Australia will also continue to provide help desk services to support agency calls for assistance as part of this service. In response to ad hoc customer service demands from Agencies, NEC Australia has recently formed a dedicated Project Delivery Team to expedite these requests to ensure that these demands are delivered on time and on budget. "NEC Australia is honoured to extend our contract with The Office of the CIO in SA, building a 4-year partnership for IT services between NEC Australia and the State Government of South Australia," said Chris Korte, State Manager of SA, NEC Australia.

## COMPANIES TO WATCH

**AIRTASKER** connects people seeking to outsource everyday tasks and errands with trusted reliable people who can complete those tasks. Airtasker have access to thousands of people with the time, skills and expertise to make life easier – when you want, for the price you want. Think of Airtasker as your local community noticeboard online and in your pocket. The company is based on the idea of collaboration whereby community members share resources directly with each other cutting out the middle person and also reducing costs.

[www.airtasker.com](http://www.airtasker.com)

**SCRIPTROCK** helps customers understand and control system configurations. Benefits include reducing human costs and eliminating the wasted effort through automated testing with ScriptRock, improving collaboration and having I.T. staff speaking the same language. ScriptRock eliminates information silos and configuration tests in Scriptrock can be written and understood by everyone from developers to testers to operations staff. [www.scriptrock.com](http://www.scriptrock.com)

**SHIP2ANYWHERE** provides booking and low-cost domestic and international shipping services online. The company are shipping specialists as well they are a courier booking service. The company offers a range of innovative and fully integrated shipping services including global mail, USA mail forward and USA order fulfilment. The company offers an easy shipping solution using carriers DHL and Australia Post. Ship2anywhere recently opened their second site in the United States. Every parcel shipped whether to Australian or International comes with a 24/7 online tracking service.

[www.ship2anywhere.com.au](http://www.ship2anywhere.com.au)

**eWATER's** mission is to be a national and international leader in the development and application of software products for

integrated water cycle management. The company's technologies and knowledge are enhancing the ability of industry to make water management decisions that are cost effective, transparent and scientifically defensible. eWaters most widely used tool is a stormwater modelling product, 'music', which continues to lead the way in decision support for stormwater quality management and water sensitive urban design. eWater is building relationships with international river and water management organisations, especially in developing and emerging countries. [www.ewater.com.au](http://www.ewater.com.au)

**goACT's** journal works with a wide range of internet connected devices: laptops, desktop computers, tablets and smart phones. Clients and care providers can access their medical journal through the devices they have available at the time and with which they feel most comfortable. The ability to enter data at any time and location makes the client's self-observations contextual, timely and more reliable. [www.goact.com.au](http://www.goact.com.au)

**iWEBGATE** software provides organisations access to a sophisticated network that sits between their local network and existing firewall technology. The software provides the functionality of highly complex security networks offering intrusion detection and prevention, user authentication and the ability to securely share data with remote users and customers. The iWebGate Platform is being used to deliver services worldwide to over 350 firms and over 200,000 individual users. The company has created the affordable all encompassing and scalable Ghost Network Platform termed a "DMZ in a Box". The technology transformed the landscape of networks – how they can communicate and what they can safely do.

[www.iwebgate.com](http://www.iwebgate.com)





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## REVOLVING DOORS



### Zendesk appoints new Director of Sales

Zendesk, the proven cloud-based customer service software provider, has

announced Gavin Muldoon as its new director of sales for Australia and New Zealand. Originally from New Zealand, Muldoon has spent his IT career based in Melbourne. He brings to the role 22 years of experience working in the technology sector, the latter 12 of which were spent in sales management and business development roles working in distribution, integration and vendor companies. Muldoon is also experienced in working with startups, having set up his own successful security consulting businesses that he last year sold to one of Australia's leading consultancy practices. At Zendesk, Muldoon's main focus will be on further fuelling the company's already impressive growth in the region, with a specific responsibility to double sales over the next 12 months in Australia and New Zealand. He initially heads up a team of five which he aims to grow to at least eight during the same period.

### Craig Porte becomes CEO of Icon Global

After 17 years of involvement with Icon Global, founder Scott Popovic has decided to step down as director, sell his shareholding and will cease full-time employment with Icon at the end of March 2013. Scott will continue on a consulting basis as he pursues his other interests outside of Icon Global. Director and co-owner Craig Porte is purchasing the company becoming the majority shareholder and will take over as Chief Executive Officer and Managing Director of Icon Global. Craig is excited about taking the business forward to realise its ambitious plans for the market leading product carelink. Craig has been instrumental in the success of Icon Global and both he and Scott have worked hard to employ talented managers whose

capabilities will ensure Icon Global and its customers continue to enjoy success and growth.

### Inaugural Chair of TUSMA appointed

The Minister for Broadband, Communications and the Digital Economy, Senator Stephen Conroy, has announced the appointment of Mr Mark Darras as the inaugural Chair of the Telecommunications Universal Service Management Agency (TUSMA). TUSMA was established on 1 July 2012 to administer contracts and grants for the delivery of a range of important telecommunications safeguards, including the Universal Service Obligation and the delivery of the emergency call service.

“Mr Darras is a special counsel with Sparke Helmore Lawyers and an experienced company director who holds a number of board positions in both the government and private sectors,” Senator Conroy said. Mr Darras's four -year term as the Chair of TUSMA begins on 1 March 2013. Mr Darras will step down from the Australia Post board in late March.

### IPscape appoints Bryan Ries as the new VP Sales Australia

IPscape, cloud-based contact centre technology provider, has announced the appointment of Bryan Ries as the new VP Sales Australia. Reporting into the global CEO Simon Burke, Mr Ries brings extensive sales leadership experience across cloud markets in the US, Asia and Australia. Recent senior positions included 11 years at Microsoft and 1.5 years with Salesforce.com. Simon Burke, CEO of IPScape said that Ries' proven track record in cloud will see him make an immediate contribution to the company's growth. “Bryan joins IPScape at an exciting time as we further expand our business in Australia, Asia and the UK. We believe his wealth of experience in selling cloud solutions will rapidly accelerate our aggressive growth plans.” Most recently, Bryan was the Director of Corporate Sales at Salesforce.com in Sydney, leading the Mid-Market and Corporate sales teams to achieve record revenue figures.

Prior to Salesforce.com, Bryan spent 11 years in various sales leadership roles with Microsoft in the US, Australia and Singapore. During this time Bryan was tasked to lead the growth of the Microsoft Online Services business throughout

APAC, responsible for all Office365 sales in the region. Prior to this role, he served as the Regional Sales Director, Global Accounts for APAC and managed the team of GAM's and technical sales staff responsible for the relationships with all key accounts within APAC.

## Marketing GM Darren Ryan resigns from Canon

Darren Ryan has resigned as the General Manager of Marketing for the Canon Consumer Imaging business. Finishing on April 26, Darren draws to a close a seven-year career of achievements at Canon Australia that have helped establish the brand as a leader in marketing innovation and consumer engagement. "After nearly seven years with Canon, Darren feels the time is right for a change and is comfortable to take some time out to consider the future," said Jason McLean, Director – Canon Consumer Imaging, Canon Australia. "Darren's characteristic focus, dedication and passion have left an indelible mark on Canon and he will leave us with a great legacy for future growth and achievement." Highlights of Darren's achievements with Canon include completely redefining the way the brand engages with consumers; an approach that has seen significant business growth and globally award winning work. These include the ground-breaking World of EOS creative imaging experience site – winner of multiple awards including 7 Cannes and claiming the coveted Grand Prix for Media in 2010 – and the successful Why Print When You Can PIXMA campaign for the company's inkjet printer brand.

## Tecala Group appoints New Systems and Infrastructure Engineers

Tecala Group, the Sydney-based ICT consulting and solutions provider, has enhanced its customer facing account management teams with two senior engineering appointments.

**Erika Orozcós** joins Tecala Group as Infrastructure Engineer.

Orozcós has more than 20 years' experience in the IT industry and was previously Technical Team Lead at IT Easy, a leading managed services provider. In this role, she was responsible for administering, supporting, documenting and improving Microsoft, Citrix, Hyper-V and VMware infrastructure deployments. Prior, she worked at Datacom as Systems Engineer where she managed client migration to Sharepoint services and both designed and managed messaging infrastructure migration projects. Originally from Peru, Orozcós worked as Microsoft/Citrix Product Manager for a systems integration company specialising in security, infrastructure and networking solutions. She also worked for six years as Server Administrator at The International Potato Centre in Lima.

**Alexey Sapelkin** has been appointed Systems Engineer.

Sapelkin joins Tecala Group with more than 10 years of experience in IT specialising in Microsoft Windows network

infrastructure and messaging solutions. He was previously Senior Systems Engineer at Dimension Data where he was instrumental in supporting several outsourced customers with their messaging, technical support and security requirements. Initially from Russia, Sapelkin worked in various systems administration and engineering roles for five years before being appointed Senior Systems Engineer in Moscow at Softline, a Microsoft Gold Certified Partner, software distribution and IT service company.

## Tridant appoints two senior executives

Tridant Pty Ltd, Performance Management and Information Management specialist consulting firm, has announced two senior appointments. **David Merchant** has been appointed as Manager, Business Development and **Elliot Miller**, takes on the role of Practice Area Lead – Information Management. David has over 30 years business analytics experience, initially in the UK and the past 20+ years in Australia. His tenure in Australia was spent in various sales & marketing roles including Cognos Marketing Director, IBM National Sales Manager for Business Analytics and IBM Business Analytics Business Unit Executive. David has experience in Data Warehousing, Business Intelligence, Analytics, Performance Management and Operational, Project and Enterprise Risk solutions. His primary areas of focus in joining the Tridant management team will be managing the IBM relationship and business development.

Elliot Miller joins Tridant from SMS Management & Technology where he was the National Engagement and Delivery Lead. Prior to this he worked at Altis Consulting as a Principal Consultant. He is a highly experienced information management professional with a particular flair for IM Strategy & Governance and crafting end to end enterprise solutions. These two senior appointments will leverage Tridant's strong market position in Business Analytics and present strong growth opportunities in the areas of Big Data, Data Warehousing and Information Management.